



NIPPON TELEVISION NETWORK  
ANNUAL REPORT 2011  
HANDBOOK  
For the Year Ended March 31, 2011

## CSR Activities at NTV



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## Our Responsibility



The NTV Group expresses its deepest condolences to all who were affected by the Great East Japan Earthquake, which struck in March 2011. We pray for the earliest possible recovery and the health of all those in the stricken region.

NTV recognizes that a television broadcaster can have a major influence on society, and that its social responsibility is commensurately large. Meeting this responsibility earns us the trust of our viewers and forms the foundation for our corporate development.

August 2011

A handwritten signature in black ink that reads "Yoshio Okubo". The signature is written in a cursive style with a large, sweeping flourish at the end.

Yoshio Okubo  
Representative Director and President



### NTV's Basic Policy on Sustainability

- In addition to striving to produce quality programs that attract high viewer ratings, NTV works to remain financially viable in the new digital era through efficient use of the cutting-edge capabilities of the NTV Tower.
- For the environment, the Company promotes ecology through its programming and works to reduce the environmental footprint of its business activities, and thus leave behind a beautiful world for future generations.
- Socially, we aim for swift decision-making and business execution in response to changes in the business environment, to achieve sustainable growth in corporate value and to enhance our contributions to society.

### NTV's Concept of Sustainability

To what extent can environmental destruction be prevented? What are the best uses for limited natural resources? How can the media help leave behind a beautiful world for future generations? Since the creation of the NTV Eco Committee in April 2003, we have engaged in environmental protection initiatives through NTV programs, events, PR, publicity and IR activities, sales and internal activities. In August 2005, we formulated the NTV environmental management system (EMS), and in November 2005, the Shiodome NTV Tower (Minato-ku, Tokyo) was awarded ISO 14001:2004 certification—the international standard for such systems. This achievement marked the first time that a key commercial broadcaster in Tokyo received certification on a companywide basis.

Human society will continue to grow and develop. To protect the environment that sustains our lives, NTV is committed to communicating the importance of environmental conservation through its programs and events.



## FTSE4Good

NTV has been selected as a member of the FTSE4Good Index series of environmental sustainability indices, provided by FTSE International Limited of the United Kingdom, for eight consecutive years.

### Signing the UN Global Compact

NTV signed the UN Global Compact in January 2011. The Global Compact was first announced by then Secretary-General Kofi Annan in a speech to The World Economic Forum in January 1999 at a conference in Davos, Switzerland, in which he expressed the importance of meeting the needs of people who are in weak positions and addressing issues that concern the world's future. By joining the Global Compact, businesses commit to upholding 10 principles in the areas of human rights, labor, the environment and anti-corruption. At the present, some 8,600 organizations from 140 countries have pledged to uphold the contract.

Since the creation of the NTV Eco Committee, we have taken a companywide approach toward environmental protection activities. Since 2005, we have conducted NTV Eco Week in conjunction with the United Nations World Environment Day on June 5. As part of this weeklong campaign of television programs and events, we aired *24-Hour Television*, a charity program, and conducted lessons through school visitations called Terekoya, targeting elementary through high school students. In line with our signing of the UN Global Compact, we will step up activities such as these as we work to raise the level of trust in NTV as a global company, from people overseas as well as those in Japan.





## Social Contribution Activities through Television Broadcasts

### >>24-Hour Television: "Love Saves the Earth"

This year marked the 34th annual broadcast of this program since its inception in 1978. The theme of this year's program, which was broadcast from August 20–21, 2011, was "STRENGTH: Each One of Us Is Important." Donations collected from viewers at the event venue were used in charitable, environmental and disaster-relief causes through the 24-Hour Television Charity Committee.

To provide assistance to the region that was devastated during the Great East Japan Earthquake, the 24-Hour Television Charity Committee began conducting fund-raising activities shortly after the earthquake struck, raising ¥1,150 million in donations. The committee also conducted a Charity Boat Project to provide boats via fishery cooperatives to fishermen whose boats were swept away by the tsunami. Faced by the unprecedented scale of this disaster, we will continue to support the reconstruction of the affected region through 24-Hour Television's charitable, environmental and disaster-relief activities.

In 2011, 24-Hour Television collected ¥1,986,414,252 in donations—the highest level so far—bringing the cumulative total for the past 34 years to ¥31,159,938,307 (as of October 2011).



24-Hour Television: STRENGTH

### >>The Cleanup Japan Project

24-Hour Television is the main pillar in support of environmental preservation. One aspect of our activities is the Cleanup Japan Project, through which NTV's local stations cooperate in removing illegally dumped garbage and cleaning up ocean shores and riversides. In 2011, more than 9,400 volunteers from 23 locations around Japan pitched in to collect approximately 72 tons of garbage.

On May 29, 2011, we conducted a cleanup along the Arakawa River in Tokyo's Edogawa-ku. After the cleanup, we held a talk aimed at raising awareness of environmental preservation, with particular emphasis on preserving the habitat of the living creatures by restoring the river's mudflats and reed beds.

We plan to continue supporting environmental preservation efforts throughout Japan. We will focus on the illegal dumping of garbage, the preservation of biodiversity and raising awareness of the overall environment as we work to expand the sphere of support for such activities.



NTV "Arakawa Clean Aid Action 2011"



Fund-raising activities at the 24-Hour Television: STRENGTH event venue



## Preserving the Environment through Our Programs

### >>NTV Eco Week “Connect Our Eco Hearts. 2011—Strength for Tomorrow”

NTV is engaged in various environmental preservation initiatives to leave behind a beautiful world for future generations. Each year, we conduct NTV Eco Week in conjunction with the United Nations World Environment Day on June 5.

This year’s theme concentrated on harnessing the spirit of cooperation and converting this power into “strength for tomorrow.” During the one-week campaign from May 29 through June 5, 2011, we sought to work with viewers on stimulating ideas for activities on achieving harmony among all living things. During the week, NTV broadcast programs in various genres linked to our own ecological plans.

At events during the week, we also broadcast special programs live, created a mural using PET bottle caps and introduced various eco-products and services offered by sponsor companies, such as plans for creating eco-bags out of used newspapers. Such experiences helped to enhance environmental awareness among event-goers.

To protect the environment that sustains our lives, NTV will continue to communicate the importance of environmental conservation through its programs and events to perpetuate the beauty of our planet and our society.



NTV Eco Week  
“Connect Our Eco Hearts”

## Making Program Information Barrier-Free

The Japanese government has mounted a campaign to remove barriers to information for people with visual and hearing disabilities. Contributing to this initiative, we have begun closed-caption broadcasting in real time on all our news programs—making us the first broadcaster in Japan to do so.

Immediately following the Great East Japan Earthquake on March 11, NTV continuously broadcast closed-captioned news for 25 consecutive hours, from 17:00 on March 11 through 18:00 the following day.

The Japanese Federation of the Deaf (President: Fujisaburo Ishino) sent a letter of appreciation praising NTV’s efforts to offer barrier-free information in a time of disaster by broadcasting the longest, uninterrupted closed-caption news of all the broadcasters. Closed captioning is one key function that digital terrestrial broadcasting makes possible. We plan to increase the amount and quality of closed-captioned programming to strengthen our emergency response capabilities.

When it became apparent that individual broadcasters were using different colors in the major tsunami warnings and alerts to people in Japan’s coastal regions at the time of the earthquake in Chile in February 2010, and that some of these colors were difficult for people with impaired color vision to distinguish, NTV spent approximately half a year working with Associate Professor Kei Ito and other members of the University of Tokyo Institute of Molecular and Cellular Biosciences conducting research on colors that would be easily distinguishable. Following this research, we suggested that NHK and key Tokyo-based broadcasters follow a new color scheme for such warnings: purple for major tsunami warnings, red for tsunami warnings, yellow for tsunami alerts, gray for background maps and dark blue for ocean areas. In May 2011, NTV’s local stations began using this new scheme, which has since been adopted by NHK and key Tokyo-based broadcasters.



Sample screen of tsunami reporting system



## Environmental Activities

### Basic Policy

NTV's Basic Policy on Sustainability is a corporate management program targeting the sustainable development of the environment, global society and business. An environmental perspective is one of the three pillars of our activities, the others being economic and social considerations.

Preventing the destruction of the environment is the central global issue of this century. As a corporate media leader, we have a strong awareness of our responsibility to society. In addition to formulating the

NTV Environmental Policy, our NTV Eco Committee and NTV Environmental Management Office are engaged in the aggressive development of Nittele Eco, our environmental preservation initiative. This involves making a broad appeal for environmental conservation through our programs and events as well as reducing the environmental impact from our business activities. We will continue to promote these and other efforts to protect our beautiful planet.

### NTV Environmental Policy

#### ■ Serve as a Source of Information

Through its programming and various events, NTV will spread the importance of environmental protection to the general public, which will fulfill our social responsibility as a media company and serve as our contribution toward preserving the environment.

#### ■ Establish and Continuously Improve the Environmental Management System

NTV established an appropriate environmental management system as part of its corporate activities, promoting the reuse of natural resources and energy as well as reducing waste and encouraging recycling. We will do our utmost to maintain our ongoing efforts and to prevent pollution.

#### ■ Comply with and Implement Social Responsibility

We will uphold environmental laws/regulations and any other requirements while fulfilling our social responsibility.

#### ■ Achieve Our Environmental Policy Objectives

- Establish our environmental purposes and goal, and work towards achieving our environmental policy.
- Ensure that all employees thoroughly familiarize themselves with the environmental policy and unite as a company toward implementation.
- Make this environmental policy publicly and widely known as well as attempt to conserve the environment while communicating with the local community.



## Social Activities

### Corporate Ethics

Having established a Compliance Committee chaired by the representative director and executive chairman in December 2003, NTV strives to promote compliance and highly transparent corporate activities. In June 2004, we established a Compliance and Standards Office, strengthened our operational audit system and on July 1 of that same year, formulated and put into effect The NTV Compliance Charter. The Compliance Charter defines basic internal standards that must be observed by all NTV directors, executive officers and employees. The NTV

Group pledges to observe the Compliance Charter and strives to ensure that all NTV directors, executive officers and employees read, understand and observe all standards contained therein.



<http://www.ntv.co.jp/info/>

## Human Resource Development

NTV believes the further enrichment of content is indispensable for the continuation of a broadcast station supported by many people.

People are the driving force behind our content creation capabilities. NTV strives to foster a working environment where employees can maximize their potential by hiring and employing a diverse array of talented new graduates and experienced mid-career personnel. We have also introduced an employee evaluation system to provide a fair assessment of job performance, as well as career design and job request systems to ensure appropriate employee training.

In August 2003, we revised our salary system from one based on age and job seniority to a performance-based structure focused on employee achievements.

Through a “cafeteria-style” welfare system, we enable personnel to select from a menu of measures that target self-development and are designed to help them achieve enjoyable lifestyles. In our view, this approach is a way to truly build corporate value.

## Mother and Child Initiative (*mama mo como*)

Aiming to provide information that helps to maintain family harmony, employee volunteers from NTV and other NTV Group companies gathered together to start the Mother and Child Initiative in 2009. As the name suggests, the initiative is designed to promote happiness among mothers and their children. The initiative’s concept is to create a hub for information exchange for mothers and children throughout Japan, among mothers who are viewers, between companies and viewing mothers and among mothers who are employed by the NTV Group. Information is multifaceted, including terrestrial broadcasts, events, websites, product development and media commerce.



<http://www.ntv.co.jp/mamamo/>

Through links with the drama program *Rebound*, which aired in April 2011, the initiative planned a web-based exchange of information on dietary experiences of pregnant and post-partum mothers. Volunteers also set up nursing rooms and diaper-changing spaces during “NTV Golden Week Great Pirate Adventure,” an event held during Japan’s Golden Week holiday, and at NTV Eco Week events, as well as providing opportunities to sample sponsors’ products.

Through this initiative, we plan to continue leveraging NTV-originated entertainment in activities for mothers and children.

## NTV Experience Classroom

In 2007, we began using broadcasting equipment and relay vehicles in our NTV Experience Classroom, which is designed to provide opportunities to enhance media literacy. We have held such classes 24 times to date, attended by a total of 2,500 elementary and junior high school students.

In this classroom, technical staff members who are at the forefront of program production interact with children who have expressed an interest in learning more about television. NTV employees teach them how programs are produced, explain relay broadcasting and share the magic behind how television programs reach viewers in the blink of an eye.

Children watch technical staff demonstrate camera techniques and voice-mixing technologies. Participants then have the chance to operate cameras themselves and experience program production as they ride on relay vehicles and come into contact with real voice mixers and editing machines.

In addition to these on-site activities, NTV dispatches the producers, directors, news reporters and announcers who actually work in its production rooms as instructors to elementary, junior and senior high schools. We also hold the NTV Forum External Class Terekoya, in which our people help convey the attraction and fascination of television, sometimes by showing program episodes.





## Yomihito Shirazu Recital and Workshop

On August 26, 2011, we held the Yomihito Shirazu recital and workshop at the Minato Elementary School in the city of Ishinomaki, Miyagi Prefecture, which was hit by the Great East Japan Earthquake.

NTV and Miyagi Television Broadcasting (MMT) announcers conducted picture-story shows and recitals, and participants took part in events such as the Voice Projection Workshop and Fun with the Sendai Dialect, encouraging participation and drawing smiles from participants. Following the workshops, performers and staff helped distribute items in an activity sponsored by the volunteer organization Team Kobe. Although we had provided no advance notice of the events, participation in the workshops that we had initially expected would attract around 170 people ultimately grew to around 280 people.

Workshops such as these are designed to help meet the emotional needs of people in the disaster-stricken region. Through such activities, we are working to contribute to society in a manner that is uniquely suited to us as a television broadcaster.



NTV/NNN recital and workshop



## NTV "Dove of Love" Public Welfare Foundation

NTV strives to bridge gaps in information accessibility across an array of programs. Such efforts include sign language interpretation and on-screen text display of closed-captioning for the hearing impaired, as well as audio narration tracks of drama series scenes for the visually impaired. NTV has long worked to eliminate differences in access to information. In 1974, the NTV "Dove of Love" Welfare Foundation project group was established in collaboration with and with funding from Yomiuri Telecasting, Sapporo Television Broadcasting, Chukyo TV Broadcasting and Fukuoka Broadcasting. For these 36 years, the foundation has supported those who cannot fully enjoy television due to visual and hearing disabilities. It primarily supports early detection and treatment of disabilities, rejuvenation of functionality, and cooperative activities to raise public understanding of such conditions. Current business activities are as follows.

- **Sign language school**  
Sign language classes are conducted in Kojimachi, located in Tokyo's Chiyoda-ku, every Saturday for roughly 100 students in the hope that sign language will become more widely used.
- **Sign language newscasts**  
We provide sign-language interpretation on our Sunday morning nationwide news program.



This annual report—handbook was printed on paper from well managed forests approved by the Forest Stewardship Council using a soy-based 100% vegetable ink, at an ISO 14001 approved plant using a waterless printing process to prevent the emission of hazardous liquids. Further, printing plates were made using CTP to preserve resources.